

ART IN THE STREETS

PROJECT PROPOSAL GUIDELINES

How do I get involved?

1. Watch the “Introduction to the Project” video available online [here](#).
2. Develop a project idea for downtown Hopewell that includes at least **one professional artist** (i.e. builder, musician, painter, writer, gardener, filmmaker, knitter, dancer etc.) from the Tri-Cities area and an optional community collaborator (i.e. business, nonprofit, school program, etc.).

*****The CultureWorks Grant Program defines a professional artist as an individual generally recognized by his/her peers, critics or other professionals as committed to producing art on a regular basis.*****

3. Prepare your proposal and budget (maximum project support is \$2500).
4. Submit your proposal to heather@hopewellowntown.com by 5pm on October 9, 2020. Proposals will be reviewed on a rolling basis but the deadline is firm. See details below.

Proposals should encourage cultural equity and fulfill one of the following goals:

- Ability to engage underrepresented audiences in our community’s arts and culture
- Arts and culture events that highlight and promote the art and culture of a particular community underrepresented in the region.
- Arts and culture programming that serves the communities listed above.

PROJECT PROPOSAL MATERIALS

Please send the following in pdf or word format to heather@hopewellowntown.com.

1. **COVER PAGE** (1 page max)
 - a. Project name (something catchy!)

- b. Project Summary (keep it short – how would you describe your project to someone on the street in a few sentences?)
- c. Lead Artist(s)
Contact info ◦ Name ◦ Address ◦ Phone ◦ Email ◦ Website
- d. Description of artist. This is not about credentials – what is it that you do as an artist? (3 sentences max.)
- e. Optional Community Collaborator
Contact info ◦ Name ◦ Address ◦ Phone ◦ Email ◦ Website
- f. Describe your Community Collaborator organization/program and its interest/goals (3 sentences max)
- g. Address/Location(s) of proposed project (describe if necessary)

2. **IMAGES AND IMAGE LIST** (5 pictures in max)

Please provide up to 5 images of “before” pictures of the site(s) where the project will happen. Nothing fancy here – cell phone photos are acceptable! Submit images as jpgs or pngs, in this format: 01.ProjectName.jpg, and if necessary, describe each image in this section of the proposal.

3. **PROJECT PROPOSAL** (2 pages max)

The Story (What are the issues/needs/opportunities being addressed through your project and how do they relate to the goal of making downtown Hopewell more enjoyable for all?)

- a. The Project (what are you going to do? How does your project promote cultural equity? How are you using the arts and culture to contribute to the revitalization of downtown Hopewell? If it is related to existing work, how is it new or different?)
- b. The Plan and Timeline (Describe the activities required to complete your project and the approximate dates that you will do these activities within the timeframe of 10/01/2020 and 12/25/2020).
- c. Outreach/Promotion (Who is your audience? How will you let people know about your activity or event?)
- d. Additional Info (Is there anything else you would like to tell us about your proposal?)
- e. Optional Supporting Images/Work Samples (Include if you wish to submit draft designs, mock-ups or other relevant materials that reflect the final product for your Project.)

BUDGET TEMPLATE

Budget (1 page max) Use the template below as a guideline for developing your budget (what items do you need to complete your project and how much will they cost)?

Expense Item	Unit (hrs, lbs, #)	Cost
Time (artist/collaborator compensation)		
Materials and Supplies (describe)		
Equipment (subject to review)		
Other		
Total		Total Cost

SUBMISSION, DEADLINE AND REVIEW PROCESS

Submit your proposal materials to: heather@hopewelldowntown.com by 5pm on October 9, 2020. If you have any questions, please also contact heather@hopewelldowntown.com or call (804)571-1068.

How is my project reviewed?

Proposals will be reviewed according to a set rubric by a panel made up of community members and Hopewell Downtown Partnership Board members.

You will be notified of your project status within 2 weeks after your submission or the proposal deadline.

HAVE FUN AND GOOD LUCK!

If your project proposal is accepted:

1. Sign contract and receive 80% of project support (i.e. \$800 if you're requesting \$1000)*
2. Initiate and complete project by 12/25/20.
3. Help the Hopewell Downtown Partnership share information about your project while you do it.
4. In any description or credits of project, always use the official logos of the Hopewell Downtown Partnership and CultureWorks as well as the following language:

"This project is being managed by the Hopewell Downtown Partnership and was made possible through the generous support of CultureWorks".

5. Submit final report (This will be a simple set of questions asking what you did and an updated list of expenses. The form will be sent with your contract when the project is confirmed).
6. Receive remaining balance of support and celebrate with your friends and partners!
7. *Please note that any project support you receive is considered taxable income and you will be required to fill out a W9 form. Applicants who need further information are encouraged to contact a tax preparer.